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CHANGE COMMISSION  
n, D.C. 20549\*PB  
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**ANNUAL AUDITED REPORT  
FORM X-17A-5  
PART III**

SEC FILE NUMBER
8- 47425

FACING PAGE

**Information Required of Brokers and Dealers Pursuant to Section 17 of the  
Securities Exchange Act of 1934 and Rule 17a-5 Thereunder**REPORT FOR THE PERIOD BEGINNING 01/01/14 AND ENDING 12/31/14  
MM/DD/YY MM/DD/YY**A. REGISTRANT IDENTIFICATION**NAME OF BROKER-DEALER: **Pershing Advisor Solutions LLC**

OFFICIAL USE ONLY

ADDRESS OF PRINCIPAL PLACE OF BUSINESS: (Do not use P.O. Box No.)

FIRM I.D. NO.

One Pershing Plaza

(No. and Street)

Jersey City

NJ

07399

(City)

(State)

(Zip Code)

NAME AND TELEPHONE NUMBER OF PERSON TO CONTACT IN REGARD TO THIS REPORT

(Area Code - Telephone Number)

**B. ACCOUNTANT IDENTIFICATION**

INDEPENDENT PUBLIC ACCOUNTANT whose opinion is contained in this Report\*

KPMG LLP

(Name - if individual, state last, first, middle name)

345 Park Avenue

New York

NY

10154-102

(Address)

(City)

(State)

(Zip Code)

**CHECK ONE:**

- ☒ Certified Public Accountant  
☐ Public Accountant  
☐ Accountant not resident in United States or any of its possessions.

**FOR OFFICIAL USE ONLY**

\*Claims for exemption from the requirement that the annual report be covered by the opinion of an independent public accountant must be supported by a statement of facts and circumstances relied on as the basis for the exemption. See Section 240.17a-5(e)(2)

SEC 1410 (06-02)

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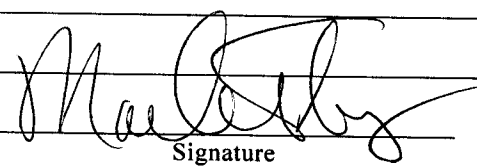
PB  
3/13/15

## OATH OR AFFIRMATION

We, Mark C. Tibergien and Gerard F. Mulligan, swear (or affirm) that, to the best of my knowledge and belief the accompanying financial statement and supporting schedules pertaining to the firm of Pershing Advisor Solutions LLC, as of December 31, 20 14, are true and correct. I further swear (or affirm) that neither the company nor any partner, proprietor, principal officer or director has any proprietary interest in any account classified solely as that of a customer, except as follows:

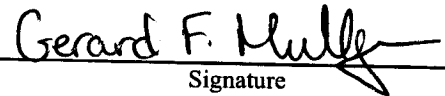
**SAL RAIMI**  
NOTARY PUBLIC OF NEW JERSEY  
My Commission Expires Feb. 25, 2016

  
Notary Public

  
Signature

Mark C. Tibergien, Chief Executive Officer

Title

  
Signature

Gerard F. Mulligan, Chief Financial Officer

Title

This report \*\* contains (check all applicable boxes):

- ☒ (a) Facing Page.
- ☒ (b) Statement of Financial Condition.
- ☒ (c) Statement of Income (Loss).
- ☒ (d) Statement of Changes in Financial Condition.
- ☒ (e) Statement of Changes in Stockholders' Equity or Partners' or Sole Proprietors' Capital.
- ☒ (f) Statement of Changes in Liabilities Subordinated to Claims of Creditors.
- ☒ (g) Computation of Net Capital.
- ☐ (h) Computation for Determination of Reserve Requirements Pursuant to Rule 15c3-3.
- ☐ (i) Information Relating to the Possession or Control Requirements Under Rule 15c3-3.
- ☒ (j) A Reconciliation, including appropriate explanation of the Computation of Net Capital Under Rule 15c3-1 and the Computation for Determination of the Reserve Requirements Under Exhibit A of Rule 15c3-3.
- ☐ (k) A Reconciliation between the audited and unaudited Statements of Financial Condition with respect to methods of consolidation.
- ☒ (l) An Oath or Affirmation.
- ☒ (m) A copy of the SIPC Supplemental Report.
- ☐ (n) A report describing any material inadequacies found to exist or found to have existed since the date of the previous audit.
- ☐ (o) Independent Auditors' report on Internal Accounting Control

\*\*For conditions of confidential treatment of certain portions of this filing, see section 240.17a-5(e)(3).

**PERSHING ADVISOR SOLUTIONS LLC**  
(An Indirect Wholly Owned Subsidiary of  
The Bank of New York Mellon Corporation)

Statement of Financial Condition

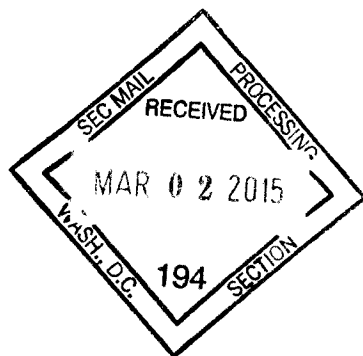
December 31, 2014

(With Report of Independent Registered Accounting Firm)

**PERSHING ADVISOR SOLUTIONS LLC**  
(An Indirect Wholly Owned Subsidiary of  
The Bank of New York Mellon Corporation)

Statement of Financial Condition

December 31, 2014



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KPMG LLP  
345 Park Avenue  
New York, NY 10154-0102

## Report of Independent Registered Public Accounting Firm

The Board of Managers and Member  
of Pershing Advisor Solutions LLC:

We have audited the accompanying statement of financial condition of Pershing Advisor Solutions LLC as of December 31, 2014 (the financial statement). The financial statement is the responsibility of the Company's management. Our responsibility is to express an opinion on the financial statement based on our audit.

We conducted our audit in accordance with the standards of the Public Company Accounting Oversight Board (United States). Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statement is free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statement. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, the financial statement referred to above presents fairly, in all material respects, the financial position of Pershing Advisor Solutions LLC as of December 31, 2014, in conformity with U.S. generally accepted accounting principles.

**KPMG LLP**

February 27, 2015

**PERSHING ADVISOR SOLUTIONS LLC**  
(An Indirect Wholly Owned Subsidiary of  
The Bank of New York Mellon Corporation)

Statement of Financial Condition

December 31, 2014

(Dollars in thousands)

<b>Assets</b>	
Cash	\$ 321
Due from affiliated clearing broker	41,436
Intangible assets	13,292
Fees and other receivables	4,958
Due from affiliates	316
Other assets	5,420
Total assets	<u>\$ 65,743</u>
<b>Liabilities and Member's Equity</b>	
Liabilities:	
Accrued compensation payable	\$ 4,424
Due to affiliates	2,370
Accrued expenses and other	2,374
	<u>9,168</u>
Subordinated indebtedness	42,000
Member's equity:	
Member's contributions	60,002
Accumulated deficit	(45,427)
Total member's equity	<u>14,575</u>
Total liabilities and member's equity	<u>\$ 65,743</u>

See accompanying notes to statement of financial condition.

**PERSHING ADVISOR SOLUTIONS LLC**  
(An Indirect Wholly Owned Subsidiary of  
The Bank of New York Mellon Corporation)  
Notes to Statement of Financial Condition  
December 31, 2014

**(1) Organization and Description of Business**

Pershing Advisor Solutions LLC (the Company) is a single member Delaware Limited Liability Company and a wholly owned subsidiary of Pershing Advisor Solutions Holdings LLC (PAS Holdings), which is a wholly owned subsidiary of Pershing Group LLC (the Parent). The Parent is a wholly owned subsidiary of The Bank of New York Mellon Corporation (BNY Mellon).

The Company is a registered broker-dealer with the Securities & Exchange Commission (SEC), Financial Industry Regulatory Authority (FINRA), and Securities Investment Protection Corporation (SIPC) that provides financial business and technology outsourcing solutions primarily to independent, fee-based SEC Registered Investment Advisors (RIA), Family Offices, Turnkey Asset Management Providers (TAMP), and dually-registered advisors working in conjunction with many of Pershing LLC (Pershing) broker-dealer customers.

**(2) Summary of Significant Accounting Policies**

The Company's statement of financial condition is prepared in accordance with accounting principles generally accepted in the United States of America which require the use of management's best judgment and estimates. Estimates and assumptions that affect the reported amounts in the statement of financial condition and accompanying notes may vary from actual results.

**(a) *Principal Transactions***

Securities transactions are recorded on a trade date basis. Trading assets are recorded in other assets and trading liabilities are recorded in accrued expenses and other on the statement of financial condition. The Company had \$1 thousand of trading assets, consisting of listed equities included in other assets and \$26 thousand of trading liabilities, consisting of listed equities included in accrued expenses and other at December 31, 2014.

The fair values of listed equity instruments are considered to be Level 1 measurements in accordance with ASC, *Topic 820, Fair Value Measurements and Disclosures*, which defines fair value, establishes a framework for measuring fair value and requires enhanced disclosures about fair value measurements. ASC 820 defines fair value as "the price that would be received to sell an asset and paid to transfer a liability in an ordinary transaction between market participants at the measurement date." Under ASC 820, fair value is generally based on quoted market prices. If quoted market prices are not available, fair value is determined based on other relevant factors, including price activity for equivalent instruments and valuation pricing models. There were no transfers of financial instrument between Level 1, 2 or 3 during the year.

**(b) *Intangible Assets***

Intangible assets are amortized on a straight line basis over their estimated useful lives, which is 15 years from the date of acquisition and are assessed annually for indicators of impairment pursuant to the provision of FASB Accounting Standards Codification (ASC) ASC 350, *Intangibles – Goodwill and Other* and ASC 360, *Property, Plant and Equipment*.

**PERSHING ADVISOR SOLUTIONS LLC**

(An Indirect Wholly Owned Subsidiary of  
The Bank of New York Mellon Corporation)

Notes to Statement of Financial Condition

December 31, 2014

**(c) Income Taxes**

The Company is included in the consolidated federal and combined state and local income returns filed by BNY Mellon. In addition, the Company files stand-alone tax returns in certain jurisdictions including New Jersey. Income taxes are calculated using the modified separate return method, and the amount of current tax expense or benefit is either remitted to or received from BNY Mellon, pursuant to a tax sharing agreement between BNY Mellon and the Company.

The Company accounts for income taxes in accordance with ASC 740, *Income Taxes*, which requires recognition of tax benefits or expenses on the temporary differences between the financial reporting and the tax basis of assets and liabilities. If appropriate, deferred tax assets are adjusted by a valuation allowance, which reflects expectations of the extent to which such assets will be realized.

**(3) Clearing Arrangements**

Pursuant to agreements between the Company and its correspondent clearing broker, Pershing, securities transactions effected by the Company are introduced and cleared on a fully disclosed basis. Due from affiliated clearing broker primarily represents net cash balances held at Pershing. At December 31, 2014 this balance was \$41.4 million, which is included as due from affiliated clearing broker on the statement of financial condition.

**(4) Related Party Transactions**

At December 31, 2014 the Company has a payable of \$0.2 million relating to royalties, which is included in due to affiliates on the statement of financial condition. The Company also has a receivable from an affiliate of \$0.3 million relating to taxes, which is included in due from affiliates on the statement of financial condition. The Company also has a payable to an affiliate of \$0.3 million relating to certain administrative support services, primarily from financial system support, human resources, accounts payable and corporate communications, which is included in due to affiliates on the statement of financial condition. The Company also has a payable of \$1.8 million to another affiliate for payroll services.

**(5) Fixed Assets**

Fixed assets are recorded at cost, net of accumulated depreciation. Depreciation is recorded on a straight-line basis over the useful lives of the related assets, generally two to five years. Leasehold improvements are amortized on a straight-line basis over the lesser of the term of the lease or 10 years. For internal-use computer software, the Company capitalizes qualifying costs incurred during the application development stage. The resulting asset is amortized using the straight-line method over the expected life, which is generally five years. All other non-qualifying costs incurred in connection with any internal-use software projects are expensed as incurred.

Fixed assets consist of furniture and office equipment, computer equipment and software, leasehold improvements and communications equipment. At December 31, 2014, fixed assets amounted to \$0.5 million net of accumulated depreciation of \$4.5 million, and are included in other assets on the statement of financial condition.



**PERSHING ADVISOR SOLUTIONS LLC**  
(An Indirect Wholly Owned Subsidiary of  
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Notes to Statement of Financial Condition

December 31, 2014

**(6) Intangibles**

At December 31, 2014, intangibles amounted to \$13.3 million net of accumulated amortization of \$14.9 million. Intangible assets include certain registered investment advisor contractual arrangements and are being amortized over a 15 year useful life.

**(7) Net Capital Requirements**

As a registered broker-dealer, the Company is subject to the Uniform Net Capital Rule under Rule 15c3-1 of the Securities Exchange Act of 1934. The Company has elected to use the alternative method of computing regulatory net capital requirements provided for in Rule 15c3-1. Under the alternative method the Company is required to maintain a minimum net capital of \$250 thousand. At December 31, 2014, the Company's net capital of \$32.1 million was in excess of the minimum requirement by approximately \$31.9 million.

Advances to affiliates, repayment of borrowings, dividend payments and other equity withdrawals are subject to certain notification and other provisions of SEC Rule 15c3-1 and other regulatory bodies.

**(8) Subordinated Indebtedness**

At December 31, 2014, the Company has two outstanding subordinated borrowings from the Parent; \$30 million which is scheduled to mature in 2015 and was extended until 2018; as well as, \$12 million which matures in 2016. The debt qualifies as regulatory capital and \$42 million qualifies as equity in the debt to debt-plus-equity ratio in accordance with the SEC's Rule 15c3-1. To the extent that such borrowings are required for the Company's continued compliance with minimum net capital compliance, they may not be repaid.

**(9) Commitments and Contingencies**

The Company has non-cancelable leases for office space expiring in June 2019. At December 31, 2014, minimum future rentals on the non-cancelable office leases are as follows (dollars in thousands): 2015 \$114, 2016 \$116, 2017 \$118, 2018 \$121 and 2019 \$61.

The Company applies the provisions of ASC 460, *Guarantees*, which provides accounting and disclosure requirements for certain guarantees. The Company has agreed to indemnify Pershing, the clearing broker, for losses that it may sustain from the customer accounts introduced by the Company. At December 31, 2014, the total amount of customer balances maintained by Pershing and subject to such indemnification was approximately \$882 million.

In accordance with applicable margin lending practices, customer balances are collateralized by customer securities or supported by other types of customer recourse provisions.

From time to time, the Company is involved in various legal proceedings arising in connection with the conduct of the Company's business. There are no legal proceedings pending that would have a material adverse effect on the Company's financial condition if the plaintiffs were to prevail.

**PERSHING ADVISOR SOLUTIONS LLC**

(An Indirect Wholly Owned Subsidiary of  
The Bank of New York Mellon Corporation)

Notes to Statement of Financial Condition

December 31, 2014

**(10) Restricted Stock Units**

During the year, BNY Mellon issued restricted stock to employees, including certain Company employees. The Company accounts for its plan in accordance with ASC 718, *Compensation – Stock Compensation*, and accordingly compensation cost is measured at the grant date based on the value of the award and is recognized over the vesting period.

**(11) Income Taxes**

The deferred income taxes reflect the tax effects of temporary differences between the financial reporting and tax bases of assets and liabilities. The Company has a deferred tax asset of \$0.4 million and a deferred tax liability of \$0.3 million at December 31, 2014. The deferred tax asset is primarily attributable to stock compensation and the deferred tax liability is primarily attributable to intangibles. The net deferred tax asset is \$0.1 million. The Company has not recorded a valuation allowance because management believes it is more likely than not that their deferred tax assets will be realized except for the deferred tax asset related to the state net operating loss carryforwards discussed below.

The Company has apportioned state net operating loss carryforwards of approximately \$27.9 million, which will begin to expire in 2015. The related deferred tax asset has been reduced by a valuation allowance equal to \$1.8 million. The valuation allowance related to the net operating loss carryforward decreased by \$0.1 million in 2014.

Federal taxes receivable of \$0.3 million is included in due from affiliates and state taxes receivable of \$1.2 million is included in other assets on the statement of financial condition.

The Company's federal consolidated income tax returns are closed to examination through 2010. The Company's New York State and New York City returns have been examined through 2010. The Company's New Jersey income tax returns are closed to examination through 2010.

**(12) Fair Value Information**

At December 31, 2014, the Company's assets and liabilities are recorded at either fair value or at amounts which approximate their fair value. The fair values of such items are not materially sensitive to shifts in market interest rates because of the limited term to maturity or variable rate of these instruments. Intangible assets are stated at cost and amortized over the useful life of the assets.

**(13) Employee Benefit Plans**

BNY Mellon sponsors a 401(k) plan (the Plan) for its active employees. The Plan offers the Company's employees the opportunity to plan, save and invest for their future financial needs. The Company makes periodic contributions to the Plan based on the discretion of management and relevant IRS rules.

**PERSHING ADVISOR SOLUTIONS LLC**  
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The Bank of New York Mellon Corporation)  
Notes to Statement of Financial Condition  
December 31, 2014

**(14) Financial Support**

The Company has an agreement with the Parent, whereby the Parent, has committed to provide financial support to the Company in an amount sufficient to satisfy its obligations when due and fund its operations as needed, until at least January 1, 2016.

**(15) Subsequent Events**

The Company has evaluated subsequent events from December 31, 2014 through the date that the accompanying financial statements were issued, which was February 27, 2015.